

September, 1959

# the Canadian *Realtor*



British Columbia Ice Fields . . . A Canadian Wonder

**LEARN TO TRADE** ..... page 4

## **The Tankoos Yarmon Ltd. position in all realty transactions**

Tankoos Yarmon Ltd. does not act as a real estate agent in any realty transaction. To emphasize this position, we have relinquished our active membership in all Canadian realty associations. In future, our connections will be maintained with these groups as associate members.

Acting as principals, we will buy sound, income-producing real estate anywhere in Canada. Our preference is for larger properties among the following:

Sale and Leaseback transactions with major tenants are of special interest to us, particularly where sums in excess of \$1,000,000 are involved. We are prepared to plan, develop and build such properties for qualified tenants as well as purchase existing facilities.

Office Buildings: centrally located, major office buildings, either single tenancy or multiple occupancy.

Retail Store Properties: 100% retail locations on any "main street;" or other retail properties if under long-term lease to national tenants.

Shopping Centers: any shopping center containing at least 50% AAA-1 tenants.

Industrial Buildings: properties under long-term lease to financially strong tenants.

Apartment Houses: well-located properties containing a minimum of 100 suites.

We invite offerings from members of local real estate boards with the assurance that their commission position will be fully protected.

### **Tankoos Yarmon Ltd.**

320 Bay Street, Toronto  
Empire 3-5086

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CANADIAN REALTOR — SEPTEMBER, 1959



★ *"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves." — Charles Dickens.*

#### ★ EDITORIAL —

## ★ TIGHT MONEY

★ In order that we might examine the repercussions that could occur because of the 'tight money' policy laid down by the Royal Bank of Canada, we must first understand what prompted this action.

★ Banks are primarily the original source from which mortgage companies, financial institutions, builders, contractors and others receive their fluid funds.

★ If any Chartered Bank hands out several hundred multiples of, say \$10 to \$100 thousand each year, to be spread over a period of ten to twenty years, you can readily see how reserves would be depleted. This has happened. Many of our Canadian Banks, in order to fill the constant demand for money, have converted some of their governmental bonds into cash.

★ This has proved an annoyance to them. A depressive market for bonds occurred; in some instances serious enough to drive the market value below face value. Banks are the last institutions that wish to lose money. They want to hang onto their bonds until a more favourable market occurs.

★ When the hand-writing appeared on the wall late last winter and early this spring, the Banks had to appeal to their parent, the Royal Bank of Canada, to establish a firm over-riding policy.

(Continued on page 23)

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Vol. 5 September, 1959 No. 9

#### INDEX

Editorial .....	3	Co-op review .....	14
Learn to trade .....	4	Co-op statistics .....	15
Letters to editor .....	6	NAREB Convention preview .....	16
Rural lands for vacation use .....	8	International Convention .....	18
Sales promotion re: Classified .....	9	Coast to coast .....	20
Public Relations .....	10	British Columbia .....	22
Slum Eradication .....	12	Ontario .....	24
Humour .....	13	Person to person .....	26

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# LEARN TO TRADE

In June your magazine ran an editorial entitled "Trade-In study a must". This thought provoking opinion produced so much comment, both amongst Canadian Realtors and the Press in various parts of Canada, that we found we had uncovered an interesting subject. More research was thus launched and a condensation of this follows.

## I AM A TRADER

OH, I am a Trader, and work at my trade,  
'Tis many a real estate deal I have made,  
I work all the day from morning till night,  
To satisfy customers is my delight.  
When things are perking and business is brisk,  
You have plenty of buyers and there is no risk.  
But when the gloom settles and there is no mail,  
I learned to make trades instead of a sale!  
So, come all ye Realtors, listen and learn,  
To trade is a feat that will bring in returns.  
If you want a business with plenty of action,  
Trading will bring you immense satisfaction!

—I. T. C.

This past ten years has seen two major revolutions in Canadian Real Estate practices. At least one, that of Leasebacks has already entrenched itself in the upper strata of big business, with claims made that over \$200 millions are now involved in this lucrative segment of real estate.

The other revolution is just now occurring. A few signs are appearing on the Canadian Scene, and more and more Realtors are sitting up and taking notice.

We speak of Trading. The word is harmonious . . . strikes a responsive chord in the minds of home owners

and buyers. Gives them a feeling that they can do as well, or better than a straight sale or buy. At least, the client will get this feeling if the problem is discussed with a skillful and informed salesman.

Every wide awake Realtor must realize that real estate is no longer a simple matter of list and sell . . . list and sell . . . list and sell. Factors have entered the 1959 business scene, which insist that the Realtor keep abreast or go under.

In trading, the ramifications of a successful transaction are only limited to the Realtor's own initiative and foresight. Sometimes a trade may set off a series in which as many as ten properties may be involved, each running successively rather than concurrently and, the chase can prove exciting!

An excerpt from the Monthly Trader (the International Trader's Club publication) reads

"Now when I consider a listing, my first thought is . . . can it be traded? Remember that normally a seller requires another place to live. Some homes of course cannot be traded (estates, domestic trouble, and so forth), but if you approach every



*listing from the trade angle, you will be amazed how many can be developed and made. It may take some imagination but, try it. If you try this a few times, you will automatically begin to think in terms of trading."*

Morgan Housel, a member of the I.T.C., who wrote the above goes on to relate an idea which he intends to foster.

*"Today I am visualizing a possible trade. I have an exclusive on a nice home in the country at \$40,000. It has a somewhat limited market. The owner is a little tired of commuting and wishes something nearer his business."*

*I also have an over-improved ranch, multiple-listed at \$65,000, but now reduced to \$45,000. The owner of the ranch also wishes to relocate. I am, right now, thinking just how I can get these two vendors together to exchange their properties. If I do, I gain an \$80,000 deal. Whether the deal clicks or not, this is the stuff that trades are made of."*

## USE IMAGINATION

It is this writer's opinion that the boundaries of Trading are only limited to your imagination.

What is to stop a Canadian Realtor who has a listing for a \$50,000 home which, because the family is grown up, the vendor requires other accommodations. If the vendor is still comparatively young then, what is to stop you lining up an apartment building, or business block, take the listing to the vendor and point out the financial gain to be experienced in trading his home for an investment producing property.

Not only are you gaining two deals, you might also set up a property management deal in which you take the burden off the new owner.

R. A. Swank of San Antonio Texas, states "We consider anything our client has, that is worthy of offering for trade. The list of merchandise we have looks like the index page of a Sears-Roebuck Catalogue . . . lots, farms, estates, ranches, motels, hotels, houses, house trailers, stocks, first, second and third mortgages, mineral royalties, and even an oil producing well."

Once again, here is where the Canadian Realtor can set up a brochure to aid him in his presentation.

Prepare a list of types of property i.e., motels, hotels, tourist locations, ranches, apartment blocks etc. and discuss these with your client. If he shows interest in swapping his prop-

erty for a motel . . . search out your co-op listings for a suitable one . . . or barring that go out and line up a few.

If he (the vendor) wishes to retire to suburban acreage, advertise for a suitable location then take him to see it. If he likes what he sees and indicates willingness to negotiate, either attempt to sell his property direct . . . attempt to swap with the owner of the suburban property . . . buy the vendor's home yourself for later sale (see June Realtor) . . . or attempt to swap the home for another type business which the owner of the suburban acreage may wish.

As I have said, one deal can start a thoroughly enjoyable and lucrative chain of deals, the end of which may not occur for some lengthy time, yet, along the way, earn generous commissions for you.

## ADVERTISING HINTS

I note the Ads that run in some American newspapers. An example may be of interest to you.

One lay-out running four columns by 12" reads: "How would you like to Trade?" "An apartment for a motel?" "A summer resort for an island in Lake Huron?" "A farm for revenue producing property in the City?"

Melton Real Estate of Edmonton includes this message on an envelope stuffer: "Going our Way?" This caption is supported by a sign post reading Edmonton, Calgary, Vancouver.

The body copy reads "Melton's are organized for service in the West's three biggest Cities — Vancouver, Calgary and Edmonton. And, did you know that you can actually trade your home through Melton's. Right in your own city. Or for another home in any principal Canadian City."

"BE PLEASED TO GIVE YOU A LIFT . . ." ends the Melton appeal.

Thus, you see at least one Canadian Firm progressive enough to jump on the Trader's Bandwagon.

It is the writer's experience that the few Canadian Newspapers who now run a classified column headed "Exchanges" do not attract enough attention from the public. This is not by any means the paper's fault. It is just that not enough interest has been engendered to make the public conscious of this classification. Therefore, we might suggest, until the time approaches when Trading becomes widely accepted, the Realtor use display space to advertise his trades. An appeal to an involuntary rather than voluntary audience.

One method of setting up the Ad would be to work at several listings until you have sufficient to give a diversified appeal, then caption your layout "TRADE . . . for these fine properties." or a similar heading. Under it run your trades.

For example:

**MOTEL:** \$50,000 will trade for city home and/or investment mortgages. Owner wishes to retire from active business.

**ESTATE:** \$65,000. This fine home in suburban setting surrounded by 50 cultivated acres can be traded for City apartment Block.

**OFFICE BUILDING:** Will trade for blue chip stocks.

A recent editorial (see June Realtor) "Trade-in study a must" endeavoured to place before Canadian Realtors the need for mental readjustment of the 1959 Real Estate Picture. Trade-ins, we stated, will become increasingly popular as time progresses. Those who launch themselves into this new segment of business will advance more rapidly than the man who lingers in the school of "Olde techniques".

A Detroit Firm started this trend several years ago. Shortly after their new plans were instituted, business increased so rapidly that within 12 months the firm's sales skyrocketed from \$8,900,000 to \$20.6 millions.

This surely indicates that at least one Realtor took his blinkers off and threw them away.

The Timmins Press, in December, felt moved to write an editorial inducing the town to accept an offer from D. J. Mascioli, President of Mascioli Enterprises. Mr. Mascioli offered to exchange the company-owned Empire theatre for city-owned land near the O.N. Railway station. The editorial stated that the deal would be advantageous to both the city and principals because the town needed a community centre, and the Company required additional parking facilities for guests of their Empire Hotel. This is a prime example of astute trading. Especially when it is mutually beneficial to both principals.

Any Realtor who wishes to brush up on trading techniques may join the International Trader's Club. This membership of \$20 yearly entitles Realtors to a weekly news letter plus the "Monthly Trader". Both publications illustrate case histories of various lucrative trades. Besides this are included many ideas that can assist you in setting up your own trading system.

Write: Irene Harvey, Membership Secretary, International Trader's Club, 36 South Wabash Avenue, Chicago 3, Ill. ■

# LETTERS TO THE EDITOR

Realtors are invited to send in any opinion, or observation they may find interesting to our audience. We also welcome comments on our articles and will answer any question within reason, that does not have legal tinges. (This last reluctance because legal opinions may vary from province to province.)

## Re "Seconds" under fire

Dear Sir:

I note the article on page 21 of the July issue of the Canadian Realtor (See "Town 25 miles from Toronto resolves to control 'unscrupulous' money lenders") in which is mentioned a serious financing problem similar to one we had to deal with a few years ago in California.

At the time I was executive officer of the State Association. We came to the conclusion that it was necessary to curb some of the activities of questionable financing agencies that specialized in making second or third trust deeds on property at unconscionable terms.

In working with the State Attorney General, we developed a rather stringent law which the State Association supported and got through the legislature. Since that time the Act has been renewed inasmuch as we decided to have it be effective originally for a period of four years on trial. I understand that it has been renewed with some minor changes by the recent session of the legislature.

You might like to write Jack Pontius, Executive Secretary of the California Real Estate Association and ask him for a copy of the act and comment on its present working.

With personal regards,

Cordially,

Eugene P. Conser,  
Executive Vice President,  
National Association  
Real Estate Boards — Chicago.

**Ed's note: Thank you, and we will!**

+ + +

Dear Sir:

Finally the good old CANADIAN REALTOR looks as if it may become a valuable piece of reading for all members of organized real estate. We hope you keep up the good work.

The salesmen and brokers who pick up the magazine must get enough ideas to make money and improve their education along the lines of bigger and better Real Estate dealings to make it worth-while and, we think you have made a good start.

Good Luck!

Yours sincerely,

Harvey Keith, Realtor  
181 Eglinton East, Toronto.

+ + +

Gentlemen:

I am interested in purchasing some low-cost property in Canada. Would you be kind enough to send me some information about the cost, size and location of Canadian property.

Thank you so much for whatever information you can offer.

Yours truly,

(Mrs.) .....  
Chicago 51, Ill.

ED'S NOTE: If negotiations were commenced, we might be able to secure some wild Canadian property from the Hudson's Bay Company or (Sarnia?) Indians!

(To answer the obvious question from our readers: We send the property seeker a letter of query in which we try to determine where he or she would like to locate, and what type of property they wish. Then we send a roster of Realtor members for that area.)

+ + +

Dear Sir:

I have just read with great interest, the editorial (SLUM CLEARANCE A MUST) in the July issue of the Realtor, and I congratulate you on the excellence of it.

I hope that it will turn out to be a healthy seed fallen on fertile ground.

With kind regards, I am,

Yours sincerely,

Murray Bosley,  
W. H. BOSLEY & CO.,  
27 Somerset House,  
27 Wellesley St. East, Toronto.

ED'S NOTE: We have had a surprising number of comments on this matter, either to the editor or through reprint in several Canadian Newspapers. These comments convey the feeling that more people than we realized are deeply concerned with citizen apathy toward slum redevelopment.

One has only to drive into the downtown sections of most Canadian Cities to find degenerative sections interwoven into each heart.

As we mentioned in our editorial, it is obvious that municipal coffers are suffering because these low-taxed properties are encroaching on otherwise high tax-potential land. It is therefore up to each city to either expropriate and level with municipal funds, augmented by provincial and federal participation) and then to rebuild under government sponsorship or sell the levelled land to private investors who would construct suitable buildings.

In all instances, careful planning by the municipal planning commissions would suffer no long range losses.

+ + +

Dear Sir:

I was very pleased to see my article (APPRAISER IN COURT) printed in the July edition of the Canadian Realtor, and I would like to direct your attention to one or two errors which crept into the personal credit which you wrote about me. These are:

(1) I am a Past Chairman of the East Canadian Committee of the Royal Institution of Chartered Surveyors (not the B.Sc. Estate Management Club).

(2) I am a Life Member of the Convocation of the University of London (not the Property Owners Association).

(3) I have appeared as an Expert Witness before the Official Arbitrator (but I have never been an Official Arbitrator).

As I notice the article will be concluded in the August issue, perhaps this will be a convenient opportunity for you to correct any mistakes, to which other people may possibly take exception.

G. I. M. Young, Manager  
Appraisal & Mortgage Dept.,  
Shortill & Hodgkins, Realtors, Toronto.

## EXPROPRIATION

Dear Sir:

The basic point in your editorial is well taken, namely that expropriation in Canada is arbitrary: probably some simple and cheap form of appeal by individual owners against a decision of a public body to expropriate their land would lead to some greater equity. However I feel that on the whole, the Editorial (and its quoted excerpt from the Richmond Hill Liberal, the ideas of which the Realtor presumably endorses) misses the main problems involved in Canadian expropriation.

It is obviously neither desirable nor possible in a letter of this type to cover the principles which are involved, and so I am enclosing two papers on the subject, one by my colleague G. I. M. Young, B.Sc., A.R.I.C.S., A.A.C.I., M.A.I., and the other, an issue of Comment, the Realty Newsletter published by the Professional Real Estate Division of Shortill & Hodgkins Limited; these cover the topic quite thoroughly and may be of interest to you and your readers.

In general it appears to me that your Editorial and its quoted excerpt neglects the following major points:

1. Expropriation in Canada is Arbitrary

Very true as noted above but a moment's thought should indicate that this is unavoidable in most cases: expropriation is carried out to make public works possible and due to these public works the value of all real property in the community (in its broadest sense) is enhanced. If expropriation was not arbitrary then the community (including you and I and all the readers hereof) would be paying for the very values which we the community are creating!

2. Comparison with U.K. and U.S.A. Practice

Canada has a very different constitutional set up from either the U.K. or U.S.A.: Britain has no constitution as we know it whereas in the U.S.A. every act of government must be tested for constitutionality. To suggest that Canada can copy much of the constitutional practice of these other countries ignores the existence and effect of the British North America Act.

3. Expropriation is largely a Provincial Matter

Your Editorial stresses only the Federal phase but under the B.N.A. Act "Property and Civil Rights" is a Provincial responsibility and so most of the expropriation of property is carried out by Provincial agencies. In fact the Federal law is relatively satisfactory while the provincial is quite confused as many statutes have differing provisions. It is of interest to note that in Ontario a Uniform Act is presently being studied by the Attorney-General and that suggestions have been sought from the Canadian Bar Association, The Appraisal Institute of Canada and the Royal Institution of Chartered Surveyors.

4. Owners have little chance of winning

This is just not true insofar as just compensation is concerned. Over 95% of expropriation claims are amicably settled without legal action and the writer as an appraiser who generally represents the owner and not the expropriating body has found that in most individual cases the owner has been generously dealt with insofar as the loss of his property rights are concerned. There are exceptions of course but over the last few years in particular, as the expropriating bodies have followed the practice of employing trained appraisers (and also in training them themselves through well organized courses) genuine grounds for complaint have been relatively few.

It is being suggested by the Toronto Chapter of the Appraisal Institute of Canada that even more equity could be obtained if the expropriating body were to compensate the owners for their legal and appraisal expenses necessarily incurred in satisfying themselves as to the value of their expropriated property rights and if this practice was followed owners would stand little chance of being prejudiced.

In conclusion, it is my opinion that the cry of "human rights" should be raised with far more reason in many other fields than that of expropriation. Even in the field of real estate the interests of property owners are far more seriously affected by other forms of legislation and public action which are not only arbitrary but also non compensable. Expropriation is a sign of progress and therefore its procedures require regular overhauling; if this is done (as is the case when Uniform Expropriation Acts are presented to the appropriate legislative bodies) then expropriation is not the bogey man which some vociferous individuals and groups make out.

Yours very truly,

James I. Stewart, B.A., M.Comm., M.A.I., A.A.C.I.,  
Barrister at Law.

Mr. Stewart's letter comments on our editorial opinion entitled "Expropriation sequels" which appeared in the August realtor. The value of long years in expropriation work is certainly evident in his comments, and these we appreciate.

During a telephone conversation with him, he also mentioned other circumstances where a property owner's rights were ignored occasionally in community, and provincial planning. These circumstances presented a more serious picture than that of expropriation.

He offered, by way of illustration, the rerouting of highways. This he stated would be injurious to the business of certain property owners who relied on a well-travelled highway for their livelihood.

Or re-zoning. This sometimes presents a problem to an owner, especially when the person has purchased land for a specific use, only to find later the land is being re-zoned, thus destroying the intended use of the land.

In our original editorial in the June Realtor we did note the logic of expropriations by including the following statement: "we do not question the need for expropriations. If Canada is to expand her public services, these acts are inevitable . . . (but) the public must have some form of protection against the juggernaut."

There are many forms of potential irritations involving real property ownership; re-routing of highways, construction of new highways, stringing of hydro poles, laying of gas and oil lines, construction of railbeds, the thoughtless or poorly researched acts of re-zoning. All these acts are grist to the pepper mill.

Mr. Stewart's point is well taken.

+ + +

Gentlemen:

In your August issue, an article, on page 12 dealing with C.M.H.C. Builders suggests that direct loans may be obtained from Central Mortgage. The Vancouver office of Central Mortgage insists that such homes be built on sewerer lots. Is this the case in Toronto, and is this the policy set by the Head Office of C.M.H.C.?

Yours very truly,

J. S. Wood  
J. S. WOOD Realty  
Vancouver, B.C.

Answers on page 11

## **RURAL LANDS FOR VACATION USE**

by Verne Halle

(excerpts from the Rural Realtor, publication of the National Institute of Farm Brokers)

The city is on the move . . . to the country !! We as farm brokers have found the desire of urban dwellers for a spot in the country a fertile field of sales. Constantly we find people purchasing what we consider most unlikely properties for week-end or summer vacation purposes. In our files are sales of old school houses, cheese factories, barns, machine sheds and chicken houses which have been purchased for country vacation resorts or rural homes. There are instances such as the industrial plumber from Chicago who purchased an old school house on a knoll and started modestly converting it to a summer cottage. Soon the entire family became more absorbed in their school house with one acre than with their Chicago home, and now the industrial plumber instead of fixing commercial boilers works on farmers' pumps and bathrooms and hurries home evenings to hoe his tomatoes and gladioli. They have made a complete transistion from downtown Chicago to rural central Wisconsin. Two retired spinster University professors make a 35-mile bus journey week-ends to enjoy their one room country school house and roam with their French poodles. One of our cheap sand farms had a large nine-room home and some old barns. Today it is the summer retreat of a Milwaukee dentist and his eight children. The barns house the kids' three ponies and he supplements his income caring for the ponies and selling some of his hay. Eight "kids" and two adults make sure the station wagon is ready Thursday night to start rolling Friday afternoon for a week-end of sunshine and rural abandon!

The alert rural Realtor today will recognize that every stream or river is a likely spot as a summer retreat for some family who desires to get away from the tensions and anxieties of urban life. We must recognize that water, though desirable, is not essential to qualify a property as a retreat for urban dwellers. None of the properties cited above have streams of water and their new occupants are extremely happy. But we must not forget that a spot along a stream, river or lake is sought after by hun-

dreds of thousands of water-minded Americans. Today, like the two-car family, the two-home family is becoming an accepted segment of our social structure. The home away from home takes any form from a house trailer on jacks to a spacious villa at the waterfront. We, as brokers, can find dozens of properties right under our very noses which would qualify as a rural haven for the space hungry apartment or tract dweller. How many of us have hundreds of times driven by an old farm, structure, wooded tract or field with nary a glance only to find that a patient buyer has recognized a vacation retreat and, without help from any of us in the real estate field, worked out with the owner the purchase of the property? I recently had the ego-shaking experience of selling insurance to an apartment dwelling purchaser of a quaint old property brought in by the seller. He had purchased the property for a summer home and as a spot to indulge a long-latent urge to grow peonies. The ignominious part of this incident is that two years ago I tried to sell this 80 acres and buildings solely as a farm, stupidly oblivious to its potential as a vacation home or a rural week-end haven. We would do well also to remember that many of our smaller farms which are uneconomic in this age of highly mechanized farming, qualify ideally as vacation homes. On numerous occasions when we have found the sale of a large farm difficult we have affected a ready sale by selling the buildings and a few acres of land as a vacation home and selling the remaining land to an adjacent farmer.

Someone has said, "You can take the boy off the country but you can't take the country off the boy". Here, I believe, is a clue to more sales for all of us. All over this land there are millions of ex-country boys and girls, plus more millions of nature-loving city bred and reared citizens, who yearn for a plot of country land to escape to for a few days or weeks. The present-day exodus of our grey flannel suited friends from the urban vaults and canyons to rural fresh air,

sunshine and unclipped fields is of far-reaching importance to every rural Realtor. Of prime importance and facilitating this trend is our modern mobility and an ever-expanding and faster highway system coupled with more automobiles and oceans of petroleum to keep them moving. The family that only a decade ago had one car which was rarely driven out of town now owns two and thinks nothing of driving one or both a hundred miles Friday evening for two days away from the teeming metropolis. For years we have been looking for our rural properties primarily as economical farming units. I submit that, more and more in our fluid social structure of today and tomorrow, we will be concluding that the highest and best use of more and more rural properties will be as vacation and recreational units.

## **NEW SUMMER COMMUNITY FOR 'SUBURBIANS'**

A \$6.5 million development plan which offers cottage living with city conveniences less than an hour's drive from Toronto drew considerable attention in a display at the Canadian National Exhibition.

The project, known as Simcoe Marine Estates, covers a 350-acre area near Bradford, Ont., south of Lake Simcoe, about 35 miles north of Toronto. Plans call for a complete cottage community of approximately 1,000 cottages on individual treed lots, with a modern shopping centre, sheltered marina equipped to handle all sizes of boats, swim and wading pools and grass play areas, finished roads and street lighting.

Cottages will be built as a packaged unit with the lots by the developer, Northview Construction Co. Ltd., Toronto, whose most recent project is the 700-home development of East Gwillimbury Heights near Markham, Ont.

A low down-payment and monthly term plan will enable buyers to choose from a half dozen basic cottage plans, each with a wide number of variations, making a total of almost 40 different cottages. All cottages will be completely finished and decorated, fully equipped with electric wiring,

Continued on page 9



# SALES PROMOTION THROUGH CLASSIFIED ADVERTISING

by Frank G. Houston  
Toronto Daily Star

Some years back, a Toronto clergyman uncovered a "whispering campaign" among his parishioners. The word was going around that his Sunday sermons lacked interest and the members of the congregation avowed that they had, "heard it all before".

Now the reverend gentleman had never laid claim to a mastery of the trite phrase of a silver tongue, but realizing that the members of his church expected something more than the plain and simple language of the Testaments, he rose to the challenge and the next Sunday startled his listeners with the opening lines of his sermon:—"Any rags, any bones, any bottles today, the same old story in the same old way", and went on to explain his inability to improve upon the inspired writings handed down through the centuries. The parishioners got the same type of sermon as before. Just a little "twist" had been added, and they loved it.

It would be interesting to know just how many Realtors have heard "whispers" among readers of Classified Real Estate Advertising that the same "old rags, bones and bottles" are appearing in their daily newspapers as offerings of homes for sale. Even more interesting, especially to home-hunting readers, to know just what is being done to give the prospect what he wants—a description of the home he'd like to own. If you are doing it, congratulations on your climbing sales. If you are not, let's see if that "same old story" becomes better with a "twist".

If writing real estate ads seems somewhat trivial a subject in your busy day, note these words credited to J. Edgar Hoover, "Make each task that comes your way, however trivial or unpleasant, a personal challenge to your ability. In time, the trivial and the great will blend and you will be stamped as a person who does all things well."

The clergyman we have mentioned woke up his parishioners with an IDEA. It was a good one and it

worked. But where do ideas come from? What's the formula? For real estate men, the answers are legion because on every street, in every house, behind every door, are ideas waiting to be incorporated into the advertisements you write to attract people to the homes you have for sale. There is no point in writing unless you have an idea.

The Realtor who lists a house "just to get the details" certainly won't get an idea for his advertising copy. But, the broker who goes into a home looking for ideas to help him sell that home will surely find them in abundance. He is not looking for the things *he* likes in a home, but for the reasons why the butcher, the baker, the housewife or the executive would be interested in calling it "home".

An idea isn't bad just because it applies to everyday things. It can glow and grow, and it can sell a house. When it does that, we all agree, "That was a good idea."

Take your ideas wherever and whenever you find them. Don't sit on them just because they are new or different. They don't have to be clever—just nice ideas that contribute a little to the glow in people's eyes.

James D. Woolf, one of America's great copywriters, says, "Competent advertising themes involve getting a thoroughly intimate knowledge of the product and its prospective customers". What better way to say, "Look for an idea in every home you list, and build a word picture around that idea for the newspaper readers you hope to interest".

Keep in mind, as you list each home, that the *one* person who will become the buyer can get his first impression of the property in no other way than the mind's-eye view you give him in your advertising copy.

Above all, don't be afraid of your idea. Don't let a scoff or a snicker keep you from developing your idea into a sale. If your colleagues sneer

at your copy because it is new, remember that beaten paths are for beaten men. When your idea clicks, they'll be looking to you for more.

So you see, there is no pat formula for writing good advertising copy. No one can say that it is good or bad until it has been acted upon or disregarded by the great multitude of newspaper readers. In that multitude is the person you have kept in mind as you write your ad for the paper. Your every word has been carefully selected to interest him to the point where he dials the phone and says, "I'd like to see the home you advertise".

Everyone is familiar with the admonishment, "England expects every man to do his duty". It was short and somewhat to the point. But remember how it was improved upon with:—"Let us now to the task and to the tumult; and let us so bear ourselves that if the British Empire and its Commonwealth last for a thousand years, men will still say 'This was their finest hour'." Winston Churchill gave a simple statement the "twist" of an idea to create a rallying cry for a victorious nation.

Like the clergyman in our story, you can make the "same old rags, bones, and bottles" into interesting, persuasive, good selling copy. Just with an idea, and there are ideas galore in every home you list.

+ + +

## SUBURBIA

Continued from page 8

plumbing and extra-large piping for abundant water supply, and will have private gravel driveways.

A winding canal is planned for the area, which will allow many cottage owners to tie up their boats directly behind their lots. This feature was borrowed from similar developments in Florida, where it was extremely popular.

All building structures have been designed by Toronto architect, George A. Bobb. This includes a modern marina, deluxe shopping centre and all cottage designs. Complete planning development by Incorporated Municipal Designs Ltd.

Although the complete project will require approximately three years, plans call for the first cottages and lots to go on sale next Spring, with adequate development of the area for occupancy by Summer.

+ + +

● The chains of habit are often too weak to be felt until too strong to be broken.



## EDUCATION PREPARES MIND FOR CAREER

Veterans of CAREB foresee the day when the captains of real estate will be college-trained men with a professional degree obtainable now only through difficult home study courses.

That time, they believe, could come in 10 years when real estate is placed on the same pedestal of such learned vocations as law, chartered accountancy or architecture. What does this mean to the rank and file seller of homes who lives from one listing to another? It means that professionalism is rapidly overtaking a business which too many in it today describe simply as a "selling game."

What steps are members of CAREB affiliates taking to prepare for the day when men and women fresh out of college invade their ranks? Not all salesmen will require a university degree to remain in real estate. But they'll undoubtedly have to be better equipped to compete for jobs and vie for business.

The fact that real estate is headed for professional status is indeed no accident or sudden turn-of-events. It was planned that way.

Back in 1943 when CAREB was founded, one of the chief objectives written into its constitution was to give organized real estate an emblem of professional dignity through education of the highest order. Twelve years later, in 1955, the national organization formed a subsidiary body called the Canadian Institute of Realtors, an elite group charged with the responsibility of creating a real estate correspondence course.

Today the CIR Course is being handled by two Universities . . . Toronto (on correspondence basis), and the University of Alberta (on lecture basis).

The correspondence course runs for three years and successful candidates graduate with an F.R.I. (Fellow of the Institute of Realtors) degree which is recognized both in Canada and the United States.

Who are eligible to enroll in a CIR course? You, the men and women now earning their living selling real estate, or for that matter, anyone desirous of making real estate a career.

In every major centre across the nation there are many CAREB members proudly displaying the F.R.I. mark of academic achievement. And today, there are some 500 students undergoing first, second and third year courses, each studying hard and long for a degree that will give them an exalted position in business at the professional level.

Here's why: The three-year CIR course covers every department of real estate and encompasses detailed study in every subject that affects the real estate business today

—law, economics, insurance, town planning, accountancy, appraisal, property management and architecture.

Intelligence and an appetite for further learning are pre-requisites for this rigorous series of studies. But, self-discipline, hard work and dedication are vital to success in final examinations.

With more and more emphasis being placed today on the need for specialized study in businesses of every description, hundreds of brokers across the country are encouraging employees to take the CIR course by offering to pay half and in some cases the entire cost of tuition. In many firms the bosses themselves are undergoing studies along with their employees, even though these studies absorb practically every spare hour away from their offices.

Intense study is the by-word because the course is for the real major leaguer in real estate. How much study goes into a three-year course? Let George Biro, a Hungarian newcomer to Canada and operator of a successful general real estate firm in Toronto, explain it.

George Biro truly exemplifies the membership calibre of the Canadian Institute of Realtors. Coming to Toronto with a law degree from his native Budapest in 1949 he quickly hurdled the language barrier and entered real estate. He joined the Toronto Real Estate Board and took an active part in all its affairs. In 1956, when the first CIR course began, he figured he was ready to enroll. From the very outset he decided that every leisure hour for the next three years would become study time. He put in roughly two hours study every working day and devoted week-ends to his books for a total of 20 Hours a week. His devotion paid off with an F.R.I. degree in May, 1958 and today he's one of Toronto's respected and better informed Realtors.

Was it all worth it? Mr. Biro looks upon his degree this way: First, it is evidence of a person's faith in a chosen career. Second, it entitled one to membership in a professional organization. Third, it qualifies a Realtor to give expert advice on any real estate matter.

An F.R.I. designation for many reasons may never be within the reach of the average salesman in real estate today. But this shouldn't discourage him in becoming a better Realtor. Attending all lectures at the board level and reading books written by real estate experts will help to spell the difference between a struggling livelihood and a career. ■

+ + +

### HOW TO BE LAZY — AND LOVE IT

It's wonderful to be lazy — if you know how. It spares your heart, saves your energy, relaxes your mind — and you needn't feel at all guilty about it if you confine your laziness to these approved ways:

Be too lazy to frown, fidget, and worry.

Don't wear yourself out carrying the needless weights of grudges, prejudices, and envy.

Listen more than you talk, and see how much better you feel after almost any meeting or gathering.

Don't run to catch a bus or trolley. The next one is better for your heart.

Don't rush for a bargain that takes more out of you than it saves for your pocketbook.

Don't knock yourself out trying to park your car in a space too small for a scooter. Better to pay a parking fee at a lot than a bill at a hospital.

Don't bother to quarrel over small things. Let the other fellow think he's right when it really doesn't matter.

Conserve your mental muscles for things that count, and never bother to wrestle with the inevitable, the imponderable, or the insignificant.

—Livingstone Press.



## C.M.H.C. POLICY

Continued from page 7

Prior to three years ago, CMHC (although encouraging such action), did not insist that CMHC loans be applied only to new housing erections on sewers.

They have since firmed their policy and now, there must either be water services piped into the land in question, or that a firm commitment is made by the municipality that such services (water and sewers) are slated for immediate installation.

There is one exception to the CMHC policy. In the case of a private individual wishing to build his own home (non-speculative) he may receive a direct loan on property without sewers, in which case an authorized type septic tank must be installed.

## SALES PROMOTION

Two Toronto Real Estate Firms are executing sales ideas that are apparently clicking with home buyers.

One firm has constructed models of homes to be built in a new sub-division. The models, built to scale of 1" equals 1' cost \$250 each and are complete with landscaping, garage or carport and a hinged roof which opens the plan to inspection. Over eleven sales directly connected to the scheme, have been sold since July.

Another firm offers six rooms of furniture and appliances with the sale of a home in their new Sunbeam Heights development at Newmarket, 30 miles from Toronto. The firm covers the furniture with a second mortgage of \$20.75 monthly. The first mortgage is repayable at \$67.25. The second mortgage would be cleared in eight years.



Realtors in Toronto will soon have an opportunity to call in to their office without getting out of the car.

A test outdoor phone is installed at the Don Valley Bridge on the Eglinton East expressway. Sam Cass, Metropolitan Toronto Traffic Engineer is shown making the first call.

The pilot unit is the first to go into operation in Canada.

## LEGAL COMMENTS

### WHEN IS A PURCHASER NOT A PURCHASER?

(Loveridge vs Cooper)

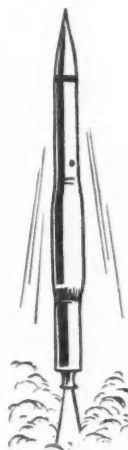
(1959 O.W.N. 81)

The Plaintiff, a real estate broker, obtained an exclusive listing to sell the property of the defendant. An offer was obtained by the plaintiff after the expiry of the listing from a purchaser "introduced during the currency of the listing." The offer contained a provision that the purchaser should pay a deposit and a further sum five weeks before closing. Default was made in the payment of this further sum, the closing date went by with no action taken by either party. The plaintiff sued for commission and the defendant counterclaimed for the payment to him of the deposit.

The Court of Appeal for Ontario held against the broker finding that purchaser was a purchaser ready, willing and able to complete the purchase and it was not necessary only to show that the purchaser was a man of substance.

+ + +

• A man who sings his own praise generally pitches the tune too high.



## ON TARGET

Rocketing to new sales heights in 1958, Realtors set the pace for toppling all records in 1959. Vigorous sales techniques emerged from sound sales planning.

During that period of successful selling, more residential, commercial and industrial real estate advertisements were placed in the Star than in both other Toronto newspapers combined.

## TORONTO DAILY STAR

IT'S SO  
EASY TO DIAL

EM 8-3611

FOR BETTER  
RESULTS



## THE APPRAISAL INSTITUTE OF CANADA

### HEAD OFFICE

307 Childs Building,  
Winnipeg 2, Manitoba

### EXECUTIVE DIRECTOR

W. N. Mulock

# Toward Slum Eradication

C. ARMEL NUTTER, *President*

The following article was published in the July edition of the Residential Appraiser

We are experiencing a renaissance of civic responsibility among professional men in all fields. Should the appraiser be lagging behind the other professions? Or, perhaps, should his special training and his insight into the market make him a leader in eradicating one of the greatest social evils of our times?

Appraisers know that occupants of slum housing are exploited by owners without conscience, who realize a greater profit from the miserable shelter they peddle than does the owner of sound, clean housing for more fortunate families. Shouldn't the appraiser be morally bound to report in his conclusions on a slum property that with the proper allowance for maintenance even to reach the very minimum health and sanitation laws of the municipality, the subject property would produce only a fraction of the income currently being realized by the owner?

An appraiser is expected to reveal all the facts to his client. He is expected to know the laws and regulations that pertain to houses in all types of neighborhoods.

Two figures might appear in every appraisal report of run-down housing. One would be the reflection of the minimum equity that would remain after the owner brought the property to legal standards; the other might be based completely on the basis of the unprincipled continuance of scraping the bottom of the barrel to get the last penny out of the property.

Is this not the ethical way to treat a property appraisal? When we talk about the bundle of rights, should we exclude human rights? Can we ignore human dignity and throw aside human responsibility?

Should not the appraiser be the leader in pointing out to the courts that the taxpayer should not be put in the position of paying a premium to a condemnee who is operating a

slum property in defiance of the laws of the city, state and national governments that are providing him with service and protection? Doesn't condoning and rewarding slum ownership through our courts violate every precept of justice? If the city or municipality does not adequately enforce the correction of slum conditions by exercising its police and health powers, then individuals or groups interested in social welfare and in raising the standards of housing and living, must take an active part to correct this disgrace.

### TAKING ACTION

As a beginning, the appraiser can help to raise the standards of housing by putting more emphasis in appraisal reports on items that are at variance with building codes, zoning and health regulations.

Many progressive lending institutions refuse to finance properties that do not meet the standards of the laws of their jurisdiction. Others penalize this type of housing in the amount of loan granted. We know, however, that much of the run-down housing in our communities is financed by private money on an installment basis at high discounts. Typically, there is no appraisal made as a part of such transfers.

Inspectors employed by the police, health and building code departments of our cities can make a great public contribution by their vigorous attention to enforcement of fair standards for shelter. They have a professional duty that should equal the correction and enforcement duties of the police and health authorities.

The processes of the law are slow and costly. Public attention can be called to lack of enforcement of building codes through chapter programs, for instance, or by the cativity of civic and real estate organizations as exemplified by the Baltimore Plan. An aroused public sentiment can operate

much more quickly and economically in the shining light of the truth. Newspapers can do much to stir public opinion and prod public officials to do their duty in this field. Impartial, objective and well-trained speakers on the subject are found in every city; they have been the spearhead for the urban renewal program throughout the nation.

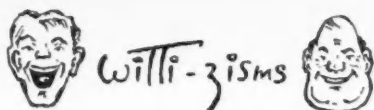
The appraisers who work in the assessment field also have a great opportunity to be of service. It is time to stop encouraging deterioration by appraising the slum dwelling from the depreciated cost approach rather than from the exploited income stream. It is much a profit-making business as is the attractive shopping centre. Putting slum housing on the tax rolls at a high income producing figure will temporarily channel some of the unfair profits into the general tax coffers of the community, but in the long run, it will force either the demolition of the slums or their renovation. The time has come to stop penalizing the owner who keeps his property in good condition with continually higher assessments and taxes while letting the neglected or exploited property run down the neighborhood and benefit by lower assessments and taxes.

In the meantime, each of us should ask our religious leaders to proclaim from the pulpit and our school teachers to emphasize in their classrooms that *it is immoral to squeeze a high profit out of slum ownership, and it is illegal to maintain unsanitary, disease-breeding and crime-infested shelter.*

### OUTSTANDING EXAMPLES

Some forward steps have been taken in connection with revitalization of our cities. Urban renewal has taken on a great meaning. The City of Nashville has made a splendid record of voluntary rehabilitation under the leadership of Floyd Adkisson, SRA, and his associates. Memphis, Indianapolis and many other cities have done likewise. Why is this not possible in every city? Why cannot every citizen and public official assume his civic responsibility? Why should not the best informed real estate minds of each community, its appraisers, be the leaders in exposing the parasites who make a profit by dodging or breaking the law and exploiting the underprivileged?

Continued on page 19



## PETE THE SEAGULL

Pete's habitant (or whatever seagulls call home) is near the C.P.R. Wharf on Burrard Inlet. If you went looking for Pete, chances are you'd miss him. Pete is unobtrusive. It would take the qualifications of a gold medallist bird watcher to pick him out of the hundreds of wheeling, screeching brethren.

If you are lucky and manage to spot Pete's favourite hangout, atop an old post . . . and you turned your binoculars that way, you'd more than likely catch a fleeting glimpse of a smirch on his physogg.

There is one thing even a layman will notice. He will note the shrill cries of the seagulls in that area seem a little more distraught . . . more hysterical.

There is a profound reason for this. Pete is the cause. He has perfected a scheme that has Vancouver's seagull populace in an uproar.

First off, Pete has a phenomenal memory. He knows the exact minute certain cooks heave their garbage overboard. This coupled with a remarkably well developed sixth sense enables him to put his daily plan into lucrative operation.

Exactly two minutes before a cook is ready to perform his post-meal chore, Pete heads out across Burrard Inlet. Arriving some 500 yards out, he suddenly utters a raucous shriek, plummets down, hits the water with a great splash and commences gobbling food. At least that is the impression he gives.

Extending his neck in a swallowing motion he appears to gulp a tasty morsel. Then up he goes again, banks sharply and hits the water again. This process is repeated until every gosh-darn seagull in the vicinity has spotted the act.

Pulling out all stops, the seagulls rush to Pete. As soon as the majority arrive Pete sneaks back to enjoy a real feast.

### SCENE: PSYCHIATRIST'S OFFICE

**NURSE:** Something funny going on Doctor. There's a hundred hysterical seagulls in the waiting room demanding to see you.

**DOCTOR:** Send one in.

**SAM SEAGULL:** I need attention bad Doc. I'm seeing food that's not there. I see Pete Seagull eatin vast quantities, but never seem to see what he's eatin. And cripes Doc . . . I'm starvin'.

**DOC:** Hmm. Could be that Pete is pretending to eat things that are not there?

**SAM:** Oh no Doc. I cruised by Pete today and distinctly smelt meatballs on his breath.

**DOC:** You do need attention. Nurse, arrange a bed for Sam . . . Next patient please!

### Moral of the Story?

USE YOUR WITS TO KEEP FROM STARVING!

+ + +

- The relative values of health and wealth depend upon which you have the most of.

## YE SAGE ADVYCE

The following sage advice was passed on to the Minneapolis Board after being discovered in Florida by Harold R. Ross and is copied from a 300-year old roll in the Manor Court Office, Wakefield, England. It is entitled "Instruction to Land Buyers."

First see the land which thou intend'st to buy  
Within the seller's title clearly lye,  
And that no woman to it doth lay claims  
By dowry, joynture or some other name  
That may encumber. Know if bond or fee  
The tenure stand, and that from each foe free  
It be released, that th' sellers be see old  
That he may lawfully sell, thou lawful hold  
Have special care that if not mortgaged lye  
Nor be entailed upon posterity.  
Then if it stand in statute bound or noe,  
Be well advised what quitt rent out must goe  
What custom service hath been done of old  
By those who formerly the same did hold.  
And if a wedded woman put to sale  
Deal not with her unless she bring her male.  
For she doth under covert barron, goe  
Although sometimes some traffique soe  
The bargain made and all this be done  
Have special care to make thy charter run  
To thee, thy heirs, executors, assigns  
For beyond their life security binds  
These things rash buyers many time repent,  
And yet when you have done all you can,  
If youle be sure, deal with an honest man.

## IDEAS

Realtor Harold Irby, Winter Haven, Fla., (as quoted in Realtor Headlines) has come up with a business card that has caused wide-spread interest and made his office the first stop of new residents looking for homes.

The colorful card is shaped like a composite of the citrus fruits for which Winter Haven is famous. Mr. Irby states that this departure from the ordinary white card boosts the Winter Haven area as well as his own firm, Town and Country.

Pointing out that his idea is readily adaptable to other areas, Mr. Irby writes: "Regardless of your state, the outline of the state can be cut on the card. If your area is outstanding in production of an agricultural product, you're made. What card would be more distinctive than a peach, an apple?"

Mr. Irby gives this illustration of the interest caused by his citrus card: "Several months ago when the card was first used, a trip was made to a Realtor's office on the east coast. A card was given the receptionist.

"Six weeks later at a meeting in the midwest, 1200 miles removed, in handing a card to another Realtor, a member of the group said 'you were in our office last month, weren't you?' His secretary had been sufficiently impressed with the card to circulate it through their personnel of over 20 people, and it had been remembered."

The man who is remembered is one step ahead of his competition to begin with, and Mr. Irby believes the unusual card gives him this advantage.

+ + +

### FORCE-FUL FACTS

"You'll never stumble over something good while sitting down."

—Akron Realtor.



## MONTHLY CO-OP REVIEW

### CENTRAL ST. LAWRENCE FORMS CO-OP SERVICE

The Central St. Lawrence Real Estate Board, operating in the Brockville and Prescott Districts, have, of July 15th, inaugurated a Photo co-op service.

S. V. Kell, of the Board's Public Relations staff, in relating the difficulties that arise in formations such as this said, "This move was accomplished after several years of hard work. Putting the plan into effect actually resulted in a split in the board. However, most of our difficulties have vanished and eight offices have joined the co-op, with one member sustaining (belongs to board but not the co-op service).

The total sales force in co-op numbers twenty-one. Five other offices in the district do not belong to either the board, or the co-op.

We are thoroughly pleased at the reception afforded this inauguration by the press and radio, besides the publicity we created ourselves by purchasing space in the newspapers and time on the radio. These mediums of advertising will actively be used in the future."

The following Boards have joined the service:

Brockville Real Estate Co., Ltd.; Owen R. Davis & Co., Limited; Albert Gale Agencies Ltd.; Garrett & Garrett Ltd.; Irving H. Miller Ltd.; Richardson Real Estate Ltd.; Strader & Crabbe Ltd.; Pieter Toxopeus.

### WINNIPEG

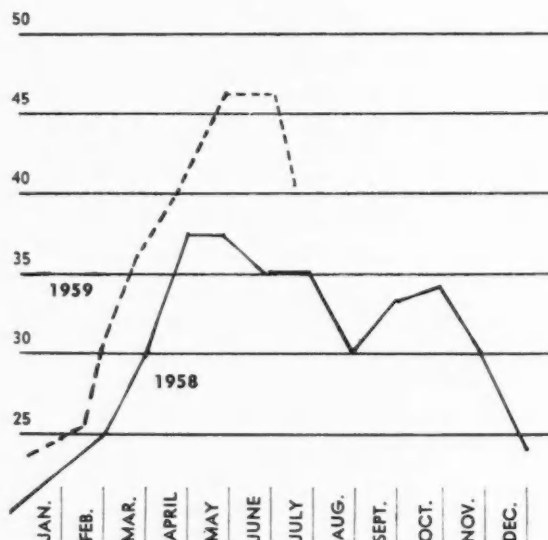
Co-op listing sales continue to amaze veteran Winnipeg Realtors. An increase of 48% is shown over 1958, and above all, Winnipeg Listing Salesmen are continuing their phenomenal trend of listing units at marketable prices. The Winnipeg Board's ratio of sales to listings for August is 62.7% which must be close to an all time high for Canadian Co-op Services. The Board's annual average this year is shaping up to another record 54.1% of sales to listings as recorded to end of August.

+ + +

- Too many church people — and others — backslide on their week-ends.
- If you find the beaten path a bit dull, try sowing flowers along the way.

millions  
of dollars

### CO-OP SALES GRAPH



### WESTMINSTER COUNTY MULTIPLE SALES HIT NEW JULY HIGH

Real Estate sales in Westminister County are withstanding the "summer doldrums" and the current industrial unrest. The highest July sales yet were processed last month through the Multiple Bureau. They were up 17½% over the corresponding month of last year.

### MEMBER FINDS "M.L.B." ADVANTAGE IN ADS.

While the practice of showing "Multiple Listing" is not general, or insisted upon, in the Westminister County area, Ernie Ferguson of Ferguson's Realty finds it very worth while to mention that the listing is a "Multiple", at least in the first ad. He thinks it makes a good tie in with the information circulated by the Bureau. Frequently the first ad appears almost before, or simultaneous with the issuance of the Bureau information, and knowledge that it is a "Multiple" often puts the other members in a position to speed up the sale.

# CAREB CO-OP Statistics for July 1959

Positions as of July 31st 1958	Board	Gross Co-Op Sales			Listings			Listings Sold			Population in Thousands
		Year to Date	July, 1959	July, 1958	Year to Date	July, 1959	July, 1958	Year to Date	July, 1959	July, 1958	
1	Toronto	\$ 96,315,271	\$14,322,893	\$11,847,642	19,711	2,773	2,041	5,837	854	730	1,500
2	Hamilton	27,867,470	4,420,260	3,695,620	5,905	975	864	2,179	348	294	260
3	Vancouver	25,134,291	4,211,085	3,994,890	8,160	1,164	1,193	1,962	320	314	650
4	Montreal	18,060,248	2,095,055	1,979,877	2,493	305	279	718	86	85	1,600
5	Winnipeg	16,720,870	2,669,370	1,942,860	2,678	383	314	1,437	227	172	390
6	Calgary	14,800,858	1,779,399	1,679,099	3,875	489	351	1,060	131	118	220
7	Ottawa	14,702,009	2,184,660	2,008,050	2,495	390	258	888	159	127	220
8	London	7,302,807	1,012,603	1,327,835	1,361	212	240	613	89	119	101
9	Victoria	6,555,857	844,400	814,030	1,591	238	237	665	95	93	223
10	Edmonton	6,102,527	793,263	—	2,401	250	—	526	59	—	284
11	Kitchener-Waterloo	5,439,766	836,875	648,709	1,110	143	144	450	71	58	74
12	Westminster County	4,695,884	638,225	543,461	2,402	381	316	487	69	66	115
13	Saskatoon	3,588,038	486,165	351,115	980	117	96	388	48	40	90
14	South Peel	2,125,546	186,400	211,150	365	51	30	110	31	12	45
15	Brantford	1,907,235	186,400	332,190	357	46	52	182	17	39	70
16	Peterborough	1,796,075	143,000	328,870	544	83	17	168	37	29	45
17	St. Catharines-Niagara	1,764,581	354,650	299,341	637	94	72	174	34	27	40
18	Regina	1,626,908	405,110	80,100	471	98	21	151	37	8	100
19	Sarnia-Lambton	1,620,204	239,100	259,625	334	39	42	129	18	22	45
20	Oakville-Trafalgar	1,427,275	196,450	200,100	216	21	21	78	10	12	50
21	Oshawa & Dist.	1,146,350	309,600	74,350	286	65	48	90	24	9	65
22	Halifax-Dartmouth	1,080,250	155,750	66,000	174	26	39	70	12	4	125
23	Greater Niagara	1,002,647	112,622	156,050	432	64	28	92	9	13	75
24	Fort William	966,010	185,100	182,500	300	57	55	104	21	18	45
25	Windsor	963,115	360,095	242,650	487	97	27	123	28	20	157
26	Galt-Preston-Hespeler	833,446	168,400	149,750	170	36	20	78	14	14	40
27	Lethbridge	770,733	140,650	59,800	221	29	20	70	13	6	25
28	Welland & Dist.	472,845	50,050	30,200	283	38	39	54	6	3	30
29	Kingston	447,850	150,900	114,900	100	15	14	35	11	5	55
30	Guelph & Dist.	433,200	169,600	156,792	100	30	23	42	16	15	48
31	North Battleford	413,350	129,650	15,800	150	30	4	51	15	3	10
32	Barrie & Dist.	397,800	54,650	33,200	117	23	13	35	6	2	25
33	Port Arthur	375,050	26,900	—	155	23	—	36	2	—	42
34	Sault Ste. Marie	362,955	38,650	61,000	71	10	4	35	4	5	36
35	Central Alta. (Red Deer)	338,099	40,400	29,800	135	20	7	35	3	4	17
36	Tri-County (Ont.)	282,500	nil	nil	48	5	—	17	8	3	55
37	Sudbury	227,130	108,530	31,700	107	26	24	17	8	3	31
38	Cornwall	217,800	81,500	14,100	121	17	8	17	4	1	30
39	Chatham	207,632	30,000	64,500	70	8	20	18	4	6	10
40	Orangeville	135,900	40,600	18,000	40	8	9	12	4	1	50
41	Vancouver Isle	131,000	44,000	—	21	3	—	6	1	—	—
Totals		\$269,286,695	\$40,805,010	\$35,265,764	61,435	8,882	7,501	21,756	2,925	2,605	—



## 6,000 Americans Expected to Attend Huge Convention in Toronto

Thousands of American Realtors will commence pouring into Toronto at the beginning of November this year. Hotels are booked solid for this huge convention, which will headquarter in the Royal York, the British Empire's largest hotel.

The Toronto Board is host and Mr. Clifford Rogers, F.R.I., President of the Ontario Association of Real Estate Boards, is Co-Chairman.

A number of prominent realtors in Toronto are playing an important role planning and arranging for the 52nd annual convention of the National Association of Real Estate Boards which will be held here from November 7 to 12 next.

This will be one of the city's biggest conventions of the year and will attract more than 7,000 delegates from all parts of Canada, the United States, Puerto Rico, Hawaii, Alaska and even from as far distant as Australia.

The convention theme is "Qualify with quality in the prospering '60's".

Site for the general convention sessions will be the Royal York Hotel. Various specialized institutes and societies affiliated with the National Association of Real Estate Boards, more commonly known as NAREB, will hold annual meetings and conferences at the same time. Locale of some of these functions include the King Edward Sheraton Hotel, the Lord Simcoe, Westbury and Park Plaza.

During the six-day meet there will be talks and addresses by internationally-known figures from both sides of the U.S.-Canadian border, panel discussions, forums, round-table sessions, displays and commercial exhibits.

The entire program is planned and designed to give convention delegates the opportunity to explore every facet of land use, property sale, management and appraisal as well as various aspects of financing and Government policy. In addition it will provide delegates with the occasion for person-to-person exchanges of experiences and ideas.

Organized more than a half century ago the National Association of Real Estate Boards, with headquarters in Chicago, boasts more than 65,000

members, making it one of the largest trade groups on this continent.

The Association is dedicated to raise and elevate the standards of the real estate calling in the interests of the public and, since its inception, has assumed leadership in practical efforts at the elimination of slums. President is James M. Udall of Los Angeles, California.

Individual members of NAREB are pledged to protect the individual right of real estate ownership and to widen the opportunity to enjoy it, to serve faithfully and well their community and their country and to observe the realtor's code of ethics.

The last time the annual NAREB convention was held in Toronto was back in 1930. This was shortly after the Royal York Hotel was first opened. At that time the Toronto Real Estate Board had been in existence for 10 years and was affiliated with the National Association.

It is a coincidence that the 1959 convention of NAREB will be held in the Royal York Hotel and will be one of the biggest functions at this hotel since the completion of its 12 million dollar expansion.

The fact that the 1959 convention of the National Association of Real Estate Boards is being held in Toronto did not come about, however, merely by chance or by accident.

For some years now Clifford W. Rogers, Vice President and General Manager of A. E. LePage Limited, a member of the Toronto Board of Trade, and other Toronto realtors, have been utilizing their initiative and efforts to have the NAREB delegates convene here.

The "piece de resistance" which transformed this hope into a reality took place at the 1956 Convention in St. Louis, Missouri when Mr. Rogers,

### CO-CHAIRMAN



**CLIFF ROGERS, F.R.I., S.I.R.**

Mr. Rogers was awarded the signal honour of being co-chairman of the 6,000 delegate NAREB Convention being held in Toronto November 6th-12th. He is President of the Ontario Association Real Estate Boards, and past-president of the Toronto Real Estate Board. Mr. Rogers is Vice-President and General Manager of A. E. LePage Ltd., Toronto.

then President of the Toronto Real Estate Board, presented an official invitation on behalf of the Board. With him, and other officials of the Board, at that time, was His Worship Mayor Nathan Phillips. This group extended a most cordial invitation to the Executive Council of the National Association of Real Estate Boards, on behalf of both the Toronto Real Estate Board, and the City of Toronto.

Mr. Rogers and Leonard P. Reaume of Detroit, Michigan, have since been named Co-Chairmen of the convention. Hugh Shortill of Shortill and Hodgkins Limited is President of the Toronto Real Estate Board, the convention's host group. In addition, he has been named Vice-Chairman of the local executive committee. Chairman of the local general committee is William H. Dobson of the firm by the same name.

General sessions of the National Association of Real Estate Boards will get underway on Tuesday, November



10th, and will continue through until November 12th.

## MOVIE STAR NARRATES FILM

Delegates will hear an array of fine and capable speakers, forums and panels as a variety of topics and problems pertaining to various aspects of the industry are discussed.

One of the features of the general sessions will be the premiere showing of a motion picture film, in colour, entitled "The House Hunters".

This film, intended for use on television and showings by real estate boards and realtors, has a professional cast headed by Edward Everett Horton as narrator. It was filmed by Roland Reed Productions, Inc., in the Hollywood studios wherein are shot many television shows such as "Gun-smoke" and "Have Gun — Will Travel".

NAREB's specialized affiliates which will hold sessions during the week of the convention include the National Institute of Real Estate Brokers, the American Institute of Real Estate Appraisers, the Institute of Real Estate Management, the National Institute of Farm Brokers, the Society of Industrial Realtors, the American Society of Real Estate Counsellors, the Executive Officers' Council, the States Council and the Women's Council.

After official opening ceremonies, the convention will get underway on November 7th with a business session of the Women's Council and the 12th annual Real Estate Educational Conference.

One of the features of the meetings of the Women's Council will be a panel discussion on the topic "The Land We Share". Participating will be Hugh Shortill, representing Canada, W. Gordon Johnstone, representing the United States, John F. Child, Jr., Hawaii and Crockett W. Metcalf, Alaska. They will discuss trends and business in the real estate field in their respective areas.

Another feature of the sessions of the Women's Council will be a luncheon on Tuesday, November 10th. The guest speaker will be Mrs. Durand Taylor of New York City, an observer to the United Nations for the National Parent-Teachers' Association.

Sessions of the Society of Industrial Realtors will also get underway on Saturday, November 7th. Membership in this unique organization is regarded as a guarantee of professional competence in every branch of the industrial real estate field. Many of

S.I.R.'s 700-odd members will be among delegates at the Toronto Convention.

The big highlight of their program will be the annual Industrial Award's Dinner. This will be held in the Royal York Hotel on Monday evening, November 9th, at which time some industrialists from either Canada or the United States will be honoured.

One of the key speakers who will address the American Institute of Real Estate Appraisers will be the Reverend Norman Rawson of Montreal.

On Tuesday, November 10th, the Appraisers will hold an "Educational session". The topic will be "Significant factors in buyers approach to capitalization and valuation." Actual case studies of various property types, large and small, will be presented. The speakers will be Walter R. Kuehnle of Chicago and Albert C. Svoboda, Assistant Treasurer of the University of Chicago.

Round table discussions on such topics as "Sales Managers problems", "Branch offices" and Salesmen opportunities" will be highlights of the meetings of the National Institute of Real Estate Brokers. Another feature of these sessions will be the Brokers' Banquet scheduled for Tuesday evening, November 10th. This is expected to attract at least 375 delegates and their wives and some top flight entertainment is being arranged.

John B. Parkin, Toronto, Durand Taylor, New York, Alden Elstrom, Minneapolis and Kenneth Rosenberg, Toronto, will be panel members who will participate in a discussion at the sessions of the Institute of Real Estate Management. The topic is "Designing buildings for lower operating costs" and F. Orin Woodbury of Salt Lake City, Utah, will act as moderator.

## MANAGEMENT PANEL

Still another highlight of the Managers' meetings will be a panel discussion on "The property managers and urban redevelopment". Panelists at this time will be Lloyd D. Hanford, Sr., San Francisco, Dr. William Brown, Philadelphia and Matthew Lawson of Toronto.

Others participating in discussions of the Institute of Real Estate Management will include Boyd E. Wilson, New York, Charles B. Messell, Toronto, Bertram A. Druker, Boston, Carl A. Mayer, Cincinnati, A. T. Beckwith, Miami and William Walters, Los Angeles.

The Managers will also hear an

address by Frederick G. Gardiner, Chairman of the Council of the Municipality of Metropolitan Toronto. He will speak on "Suburbia explodes, the Metropolitan City".

Topics which will be aired by members of the National Institute of Farm Brokers include "Suburban Living in the '60's". "Syndicate acquisition of land" and "Tax shelter in real estate". Participants will include Stephen Dorchich, San Jose, California, B. E. Willoughby, Toronto, Ralph D. McCormack, Fort Lauderdale, Florida, J. I. Stewart, Toronto, Robert H. Weir, San Jose and George G. Richardson, Toronto.

Dr. John W. Fisher of the Canadian Tourist Association, Toronto, will be the guest speaker at the Farm Brokers' annual banquet in the Royal York on Monday, November 9th. The topic will be "The real state of affairs".

The entire six days of the 1959 NAREB convention, however, will not be devoted entirely to business. The program will also include entertainment for delegates and their wives, including a hospitality room, tours of Toronto, dancing on Monday and Wednesday evenings, the President's ball on the final night, fashion shows for the ladies and even a "mad-hatters" get-together.

Some top notch stars of stage, screen and radio will appear on the entertainment side of the program. These will include Carmel Quinn, the lovely singing star of the Arthur Godfrey television show, our own pet "Juliette" of C.B.C. fame and the Monseigneur's Boys Choir.

All in all, the 1959 convention of the National Association of Real Estate Boards promises to be an outstanding and historic event, particularly for those Canadians in their field of endeavour. ■

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# N.A.R.E.B.

## CONVENTION

INFORMATION

SEE BACK PAGE

THIS ISSUE

## 1959 INTERNATIONAL REAL ESTATE FEDERATION CONVENTION IN ROME, ITALY

by George Biro, F.R.I.



The following is a Canadian Delegate's observations of the International Convention. Bert Katz, Ottawa, International Vice-President of the Federation, will write his report to appear in the November Realtor.

Over 2,000 years of history was the background. Ancient buildings and ruins that most people only read about, classical architectural wonders and priceless works of art offered an unforgettable atmosphere to the 1959 International Real Estate Conference which was held from May 31 to June 3 in Rome. The choice of the convention city was made during the 1958 convention held in the Spanish capital, Madrid.

Canada was represented by five delegates: Bert Katz, Vice-President of the Federation, from Ottawa; Gerald Black, George Biro and Murray Bosley from Toronto, and E. R. P. Nesbitt from Winnipeg. Other delegations were from Austria, Belgium, Denmark, England, France, Germany, Italy, Japan, Holland, Portugal, Spain,

Sweden, Switzerland and the U.S.A. There were 356 delegates attending the conference, many with their wives.

The Canadian representatives did not take the pre-arranged tour that most of our American colleagues joined, but in addition to attending the convention each of us travelled individually visiting several other European countries and enjoyed a most interesting trip.

The convention hall was equipped with an instantaneous translation service, all seats with earphones, whereby delegates could receive translations simultaneously in English, French, German or Italian.

On opening day, welcome addresses were given by the President of the International Real Estate Federation, the President of the Italian Real Es-



### CONGRESSO MONDIALE IMMOBILIARE

tate Boards, the Minister of Commerce and Finance, the Mayor of Rome. Also short reports were heard from representatives of each participating country.

Sunday morning Pope John XXIII received the delegates during an audience in the Vatican. The words spoken to us by the Pope will be of special interest to every realtor, and I would like to re-print his address here as follows:

*"After Paris, Brussels, Amsterdam, Geneva, Vienna, Wiesbaden and Madrid, you have chosen Rome as the place to hold your World Congress, and you have gathered today in the Vatican Basilica to assist at the Mass and to meet us. I welcome you! Thirty nations are represented here. Your programme of study is very wide, and there are with you scholars, technicians, professionals operating in the real estate field, managers representing and protecting the interests of those who work in the complex sector of building industries.*

*We are in an atmosphere of peace and brotherhood, and that is a great honour for us all. Your organization is highly respected by all those who are connected with the building development and concerned with the serious problems involved, in the sense of making the "home" as a domestic sanctuary, comfortable to men. Each home has a high task to accomplish: it should be the basis for a happy life of the family, which may be as large as a village, as large as a town.*

*May God assist you and meet your wishes which, in the atmosphere of Rome, its monuments, its history, will find reason for new enthusiasm."*

The following day the business sessions began. The status of real estate in each country was discussed, problems of local and national natures,

commercial, industrial and residential developments were dealt with by representatives of member countries.

## HOUSING DISCUSSED

The role of housing and its importance to the national economy was stressed. The problem of providing adequate and suitable living quarters to the masses was debated, and a visit was arranged to the INA-CASA \$12 million residential project. This was started in 1948 as a 7-year plan for the building of workers' housing with a view to combatting unemployment. It was financed partly by contributions from the workers and employers, and partly by the government. In the first 7-year period 140,000 apartments have been completed in about 4,200 Italian communities. The plan has been extended for a second 7-year period and since 1955 each year 25,000 apartments were built. According to the law, the apartments must be assigned partly with an agreement for future sale and partly on lease, based on a system of points covering the need of the applicant, composition of family group, work seniority and lack of housing in the particular community. The organization is carried on by the INA-CASA Administration supervised by provincial and federal government commissions.

The detailed discussion of the objectives, machinery, financing, costs and administration of this project gave us a good insight into the problems of our Italian colleagues, an interesting view as to how several European countries are trying to solve their difficulties, as compared to the Canadian housing problems.

One evening a visit was arranged to Tivoli on the outskirts of Rome, famous for its waterfalls and villas, including Villa d'Este. The convention ended with a gala evening at the Excelsior Hotel, with a feeling of accomplishment. The next year's convention will be held in Switzerland.

In the writer's opinion this convention was a worthwhile experience and it is recommended that any Canadian realtor who is anxious to widen his business horizons, make new contacts and friendships, expand his professional knowledge, as well as enjoy a lovely vacation, should attend the international conference next year.

+ + +

- Resolve that for this day you will find contentment in the path you must tread.

## SLUM ERADICATION

Continued from page 12

Experienced real estate men know that the best solution to housing for families of modest income is in trading up through older homes. Ignorance of their opportunities holds back many a family that could be guided to the economies and amenities of home ownership. Much more utility can be achieved for growing and enlarged families by renovating the trade-in house for better living.

The National Association of Real Estate Boards has made a good start in pioneering this work in pilot cities. The Society of Residential Appraisers can make a great contribution through its professional service. Tremendous leadership in this field is sorely needed. *The know-how among our membership is rich indeed.* Let's have a hundred Floyd Adkissons write to me from other cities as to their needs, plans and accomplishments so that we can make known the vitality and good citizenship of our profession!

Let's build America (*See Editorial in July Realtor*) and the world better through our leadership and example. Let's help to eliminate the low standard of living and the exploitation of the slum-dwellers everywhere! This is a big challenge.

We expect that every appraiser will understand and assume his full responsibility in the solving of this slum housing problem. Will you join the team and do your full share to help eliminate these conditions and this backward way of life?

## Toronto Offers T.V. Film

The Toronto Board has generously consented to share 3 TV commercial films with any Board who has sufficient funds to buy TV time.

The films, two of 60 second duration and one 20 second flash, cost the Toronto Board some \$3,000 to produce. These commercials, professionally prepared by Hayhurst Advertising Agency, have run several times in the Toronto area. From all reports they created a great deal of interest and comment.

Any Board who wishes these films may have reproductions of same by dropping a line to Al. Treleavan, General Manager of the Toronto Real Estate Board, 1883 Yonge Street, Toronto 7, Ont.

We must interject a note of caution however. In conversation with Bill

Richardson of Hayhurst, we were told that there are three costs involved before another Board could use the films. Cost of reproducing a fine-grain negative would be approx. \$50. Another cost concerns the production of some footage to suit the local board. The original footage shows the Toronto Real Estate Board office. The cost of producing local atmosphere would run in neighborhood of \$3-\$4 hundred. The other cost of course, is air time which the local board would have to inquire about from the TV Station to be used.

What this kind offer means to the local board is a saving of some \$2,500 in production costs.

Mr. Richardson, the Hayhurst Account Executive for the Toronto Board, states that he will either arrange to have the local footage produced in Toronto for any board wishing this film campaign or, will suggest the closest and most efficient agency in your own locality, who could process local footage. Please contact Mr. Treleavan for information.

## Parking Study by Experts

The Toronto Parking Authority believe they have found an answer to that city's chronic ailment, lack of parking.

Controller Don Summerville, City Works Engineer Doug Ford and Alderman Ken Waters, recently visited Milwaukee, Wisconsin, to examine the plan in effect in that American City.

A police cruiser was commandeered and the three Torontonians along with two of Milwaukee's finest, spent four early morning hours cruising the streets.

Milwaukee, they found, allows overnite street parking at the rate of four dollars per month. The cars are identified by a yellow sticker on the windshield.

Some \$500,000 is collected yearly and this is used to buy blocks of homes throughout the city. The houses are levelled, and the land paved.

Motorists are then allowed monthly parking on these lots for the same rate \$4 per month.

Stanley Westall, a staff reporter on the Globe & Mail reports that the scheme is not new. He states that several cities have already tried the plan, including Hamilton and Winnipeg, and it failed miserably.

However, in Milwaukee it is functioning smoothly and efficiently.



## Board Secretary Dies — Edmonton



Henry Flewwelling

Henry Flewwelling, Executive Secretary of the Edmonton Real Estate Board passed away at his home in Edmonton, August 8th.

He spent his early years as a mortician with his father in Mirror, Alberta, then later with Andrew-McLaughlin's in Edmonton.

In 1951 he joined Weber Bros, as a salesman. He became a manager of this Realty Firm in 1952.

In 1953 Mr. Flewwelling became the first manager of the Edmonton Real Estate Board co-operative Listing Bureau Limited, and at the same time Secretary of the Board.

He was also active in community affairs, being a member of the Cham-

ber of Commerce, Better Business Bureau and Empire Masonic Lodge.

Surviving are his widow, Mrs. Phyllis Flewwelling; two daughters, Lynne and Louise at home and two Brothers, Ross of Mirror, Alberta and Russell of Calgary.

## Montreal

The Montreal Board has commenced publishing a House Organ for Board Members. The Magazine entitled "Tangibles" hit the streets for the first time in July. The format is professional and editorial copy is worthy of note.

We congratulate the Montreal Board for its fine new magazine.

## Scholarships

In the August Realtor under the caption "CAREB offers University Scholarships" the article mentioned that students chosen for awards would be selected only if enrolled at the University of British Columbia.

This was misleading. The University of British Columbia will definitely have one student attending that school receive a scholarship. However, the Canadian Institute of Realtors through their parent Association — CAREB, will also award two other scholarships to students selected from other Canadian Universities.

In effect this means that C.I.R. has generously arranged for three scholarships for the term beginning this fall.

It is also encouraging to note that applications for these awards are pouring in from coast to coast.

To qualify students should be taking a major in Commerce, Finance or Business Administration.

## Calgary

Sixty aspiring golf champs took in the Calgary Real Estate Board's Annual Tournament at Earl Grey Golf Club, recently.

Prize winners were Ed. Holick, low et; George Wendland, second net; J. Irl England, low net seniors and Sam Hornberger, (the champion) with the low gross.

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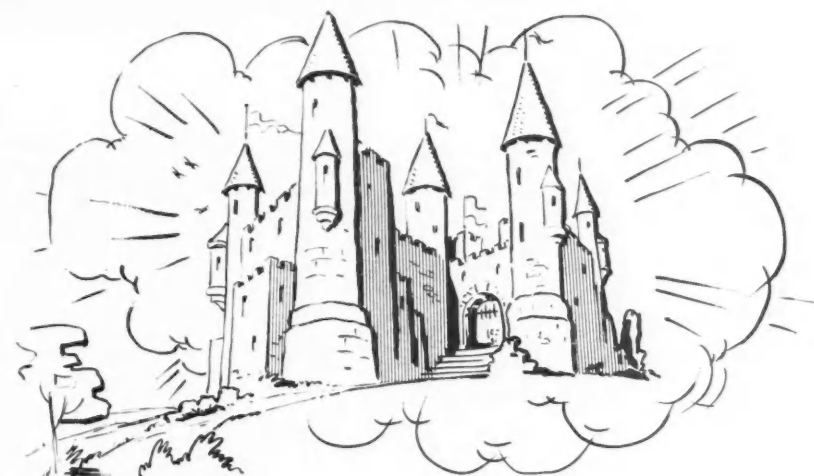


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WRITE: H. W. Follows,  
Canadian Institute of Realtors,  
109 Merton Street, Toronto 7, Ont.



## Association of Real Estate Boards

### Educator Notes Progress in B.C. Real Estate Education Program: U.B.C. Adds Staff

Speaking on professionalism to the July meeting of the directors of the B.C. Association of Real Estate Boards, Dean E. D. MacPhee of the Faculty of Commerce and Business Administration at the University of British Columbia noted that "You cannot buy public confidence. You can earn it".

*"You can get a Castro-type of following without public confidence. It is those who write into the minds of the people standards and ideals, who live and contribute to society".* This was the challenge Dean MacPhee saw before B.C.'s Realtors.

Reporting on the progress that has been made in the real estate education program offered under the Bachelor of Commerce degree course at U.B.C., he advised the Directors that an additional staff member has joined Prof. Philip White, the Faculty's real estate specialist, who is also co-ordinator of the Pre-Licensing Courses offered by the Real Estate Council through the university. Another staff member will be added next year, as well, according to the Dean, and he suggested that the appointments could be quoted as evidence that U.B.C. has been impressed with the efforts of the B.C. real estate industry in its educational program.

Noting that the Canadian Institute of Chartered Accountants were meeting in B.C., he said it was interesting to see the part played in that organization by B.C. men, and that he had been "wondering what 50 years would do to a body such as yours; to a body determined to set certain standards for the public benefit. For some reason, he stated, "inspiration to develop

a certain responsibility to professional groups is more cogent in B.C. than in any other province. What is it in B.C. that drives you as a group that seeks to develop your social obligation?", he asked.

Dean MacPhee said that out of a long experience he had found that starting these things is the easiest part but that the difficulties arise along the road.

"You have established a framework. Now you must clothe it", he urged, adding that through education the real estate industry will achieve the results desired.

Commenting on the University's role in professional education, Dean MacPhee suggested that "a University is not a remote body; its standards and practices are not remote from ordinary life. You will be fearful of intruding your ideas into the academic world. You are going to feel that Universities, because of their traditions, will resent the intrusion of your ideas into their world".

"The development of professional people normally requires a lengthy education and the setting of standards fair but increasingly severe. It is only part of the job".

"A Doctor does much of his training in the hospitals. The legal profession has transferred its training to the Universities, but there is still an apprenticeship. What meaning does this have for us?"

"Professional groups proceed by agreeing with each other as to what is a good training and what degrees of efficiency are required at each stage of training. This sole right to super-

#### President:

Mladin G. Zorkin, Nanaimo.

#### Vice-Presidents:

Fred Philips, New Westminster; Charlie Brown, Vancouver.

#### Past-President:

M. G. Klinkhamer, Cranbrook.

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vise their own training has arisen because individuals have concerned themselves with the content of such training".

"Think over the idea that some of the people in the 30-40 age group take the course so that they can discuss intelligently the content of such courses. This responsibility will be time consuming. It will be necessary to produce effective leadership. This is the next step. You have set yourselves to a task in which there is a social responsibility," he concluded.

### WHAT WE LIKE TO SEE HAPPENING

It is always pleasant to hear of our Realtors guest-speaking at civic functions. Not only does it show that Canadian Realtors are community conscious, but also that their appearance at various affairs are worthy of note by the press.

The Nanaimo Free Press printed the following:

#### KIWANIS SPEAKER

*B.C. Association of Real Estate Board's president Mladen Zorkin addressed Kiwanians today on the subject of the opening of the Island's west coast, report of which talk will appear tomorrow.*

Most Realtors, especially those involved in re-development, industrial development or various forms of appraisal work, have enough information which, if presented properly, can interest segments of their community.

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## REALTOR HITS GOLF JACKPOT

Johnny Johnson, Realtor salesman is now sporting Canadian Golfdom's crown.

Mr. Johnson, 33 year old salesman for Irwin & Grisdale, a Vancouver Real Estate Firm, shot a 141 (1 under par) to edge out his young Kitchener opponent Gary Cowan, and take top honours in the Canadian Amateur golf championship, at Marine Drive, in Vancouver, August 22nd.

Eric Whitehead, Vancouver's ace sports columnist writes:

"Not for ten years has Canada's premier amateur golfing classic produced such a stirring finish."

It was close between Cowan and Johnson, with Johnson shrugging off a determined bid by his younger opponent who threatened to pull a major upset, right to the 17th hole.

Prior to taking Canada's Amateur Crown, Mr. Johnson was a member of Canada's Wellington Cup Team.

## TIGHT MONEY

Continued from page 3

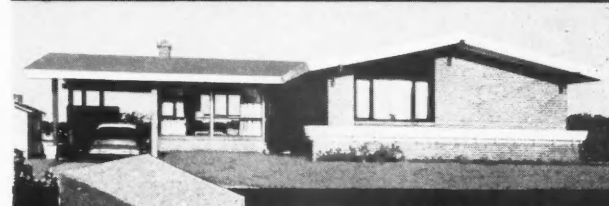
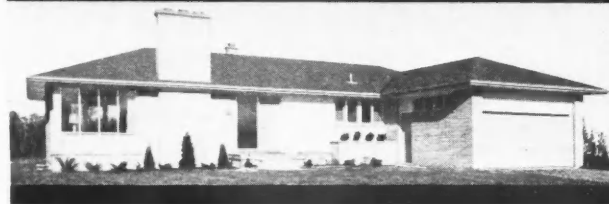
The Federal Government, attuned to the damp mortgage climate which occurred when the Bank of Canada handed down the new tight money policy, released some additional millions into the kitty. This was met with a sigh of relief by most builders.

Had this timely offer not been instituted, housing starts would have conceivably suffered a drop to something around 100,000. A drastic reduction over last year's record 164,000.

The National House Builder's Association, ever on the spot to protect the interests of their members, were closeted with Works Minister Green last June. At that time, states John Caulfield Smith, executive vice-president of the Association, it was pointed out to the Government that direct loans would not alleviate the situation unless an announcement of their forthcoming availability were made early enough in the season to permit builders to plan ahead.

The NHBA notes that the smaller builder rather than the big project firms will benefit from the loans, which restrict to 15 the number any builder can arrange. This opposed to 25 offered last year.

Canadian Realtors are pleased that watch dogs of the calibre of the National House Builders Association are safeguarding the interests of Canada's second largest segment of the Economy.



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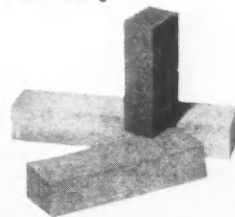
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### Secretary-Treasurer:

H. W. Follows 109 Merton St., Toronto.

## Bosley Recommends Chair in Land Economics Be Sponsored For University of Toronto

Murray Bosley, immediate past president of CAREB, makes public his opinion which is shared by many far-seeing Canadian Realtors.

The Toronto Real Estate Board, as you well know, was established by a group of visionary people many years ago, in an attempt to raise our status in the eyes of the Public, and, to counteract the bad press we had at that time.

After nearly 40 years of effort we have no doubt made some headway — but we are still a long way from our goal.

The adoption of a code of ethics was the first and obvious step. Perhaps we still haven't publicized this enough, even now. It may even be a good place to redirect some of our advertising monies.

Unfortunately the public doesn't realize our high ideals. They seem only to hear the bad things we do — not the good. Good things seldom make headlines. This is usually left to lurid crimes and other deviations from the norm. All this is grist for the multiplicity of news media now available.

One great limitation in the old days, was the lack of money. That deficiency is no longer our problem. The greatest single development in our industry in our generation has been the advent of the co-op selling idea. That is the one thing that has placed dollars in our treasuries across the country and has made possible a great multiplicity of things for our common good — and indirectly for the public good.

The vast and excellent schemes of education have too often been described to warrant mention again

here. These have inevitably resulted in our ability to render better real estate service to the public, and have, of course, given rise to greater dividends for those who took advantage of them.

In my view the time has come for us to make what in the long run will be a more important use of our newfound opulence. I suppose one of the evidences of a good citizen, especially one with means, is a recognition of his social responsibilities and the taking of adequate steps to discharge them. We are all familiar with the great fortunes of this continent and of the great and important works that they make possible. All of these are a manifestation of what I have just said — the realization that great wealth carries with it great responsibility and these foundations are an effort to discharge that responsibility.

Now I don't say that we as a Board are the masters of great wealth in the sense I have first mentioned, but we do have the means for gathering together important sums of money which can — and I suggest should — be put to use for the public good.

After we have done what we could to provide educational facilities for the better training of our members, we have been largely at a loss to know what to do with our money. So difficult was the problem indeed that in the last year or so our rates for co-op have been reduced, in order not to embarrass us with too great a surplus. That in the narrow business sense was as it should be and I was

in favour of it. We have in addition carried on quite impressive advertising campaigns to increase the public's use of the co-op system.

This, too, I suggest is as it should be for both, as a group and as individuals. If we do not prosper then we die. I know of no organization or individual that can make any contribution to mankind except he be alive.

My submission, however, is that if we are to continue our pursuit of our original goal — and I can think of no loftier one — then we must begin to recognize our social responsibilities and to take some active steps to discharge them. We must recognize that we deal in the one fundamental element in any economy, be it capitalist

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or communist, and that up to date in this community and certainly so far as I know in this country, no active and persistent and continuing efforts are being put forth to study the way people can use this element to the best advantage, both for themselves and for the common good.

Surely one of the things that we can do that will add to the public knowledge, and to our stature in the public eye, is to endow some seat of learning, so that pure academic studies would be possible in the field that I have just finished describing. I am saying that we (the Toronto Real Estate Board) could make an annual grant to the University of Toronto so that this great Institution could set up a chair in Land Economics—something that is sorely needed.

*"To exist singularly is to choke progress. To aid society is to fulfil your generation's obligation!"*

It may be that we have, up till now, not recognized that vast though our land resources are, we must sooner or later carry on deep and searching studies into their use, if later generations are not to be saddled with the fruits of our mistakes, made in ignorance. I have reason to know that such an idea would be warmly welcomed by our great University, and great credit could be brought upon us by such an action.

Something vaguely similar has already been done in B.C., where a chair in R.E. has been endowed by the local real estate boards and where the first lecture courses will begin this fall. I say that is an excellent step forward and as such will bring much good in its wake.

I am convinced, that the correspondence course now being sponsored by C.I.R. and certain live lecture courses stemming from it, even though it is rudimentary and in need of great improvement, will in the long run be an infinitely better way of training our practitioners in the best ways of fulfilling our day-to-day tasks.

How important it is going to be, in the next twenty-five years for example, for us to know how best to redevelop, the decadent cores of some of our large cities. How important it is going to be for some qualified authority, quite outside the political

sphere, to make exhaustive, world-wide studies of this problem and to reach conclusions quite free from economic or political bias. What credit would be reflected on our vocation if we made it possible?

Surely we would be taking a giant stride toward our long-term goal of elevating our occupation and the responsible practitioners in it. Am I being too visionary? I think not—certainly I trust not, for to me it seems we have a unique opportunity not to be missed.

I have mentioned one of the problems in Land Economics. I have mentioned it because it is a problem that is already upon us and is no doubt going to be solved under pressure and by people without the facilities and background necessary for solving a long term and continuing problem.

There are other problems, and there will continue to be as our population increases, and the use of our land of necessity becomes more complex. How important it will be for our municipalities to have ready-made solutions for them, or at least the facility to commission objective and unbiased studies of new problems, by a respected authority quite outside the hurly-burly of the municipal arena.

Another way for us wisely to invest some of our money is really a part of the scheme already propounded, but none the less important for that. In universities there are always talented students who would, and should, continue their studies to such people to be used in this field of Land Economics would, I suggest, be another worthwhile use of the monies we can gather. Such an effort would be an additional support to the whole idea of university studies into the economics of our community.

There should in addition be some awards established to be made to that realtor who in any given year carries out some operation or promotion or transaction that is considered in the minds of some independent group to be of outstanding merit in the public interest. A sort of Nobel Prize, if you will, to be awarded for an adequate contribution, or not to be awarded

failing such, in any one year. But, certainly an award commission of highly respected and competent citizens, outside the political or real estate board sphere could, and I suggest should, be established to consider contributions.

Some great and rewarding incentive should be available to encourage our members to think and act in the public good. These could be either individual awards or awards to groups of realtors acting in concert toward a worthy goal.

This of course is not a new idea, nor one that has not already proven itself to be of merit. In Manhattan such an award already exists. I have not had the opportunity of exploring in detail how that particular scheme operates or is set up. I can say, however, that I am privileged to know one or two of the recipients of the award.

Perhaps the most spectacular scheme that has so far gained this award was the putting together of the site in Manhattan for the United Nations Headquarters by the internationally famous firm of Webb & Knapp. That of course was a most imaginative and impressive achievement.

I am convinced that the great majority of us think too small. We must be encouraged to broaden our vision and to let our imaginations soar into wider and higher realms. I think such an award would be a step in the direction of such encouragement.

I am sure that if you let your imagination go free, a group so widespread, so influential and so wealthy as ours can suggest many more ways of spending our quite vast sums of money (either available or almost painlessly made available). I shall not pursue my train of thought further now, but I exhort you to dream, and to dream big dreams, for of such stuff is the future made.

## RUSSIANS VIEW "ARCHITECTURE"

A group of visiting Russian Architects and engineers were recently conducted on a tour of Toronto's developments.

Things were progressing quietly until certain forms of architectural design hove into view. Then the Russians came alive with exclamations of "Ach, chudny!" (Marvellous).

Seems that even Russians are mightily impressed with Toronto's women folk, specially when they go shopping in "trusiki" (short shorts).

# PERSON TO PERSON



## not too fecund

... who says Calgarians are prone to over-dramatize? Evidence points to the contrary. We received a letter from W. F. Johns, Executive-Secretary of that board, admonishing us for showing Calgary's population as 300,000 rather than 220,000. Should we tell him we thought the difference had stayed over from last year's stampede? ...

## patience is rewarded

... on June 8th lots in a new subdivision in Kitchener were put on the market by CMHC for prices ranging from \$950 to \$1,150. This meant a saving of from \$1,000 to \$2,000. The sale, on a first-come-first-serve basis triggered a line-up of 100 prospects some of whom arrived outside the Dunker building at 7 a.m. Saturday, 49½ hours before sale was to commence. A thousand dollars is nice profit for 48 hours work. First in line? a real estate agent ...

## two awards

The Naniamo Realty Co. Ltd., being civic-minded offered two prizes to leading High School graduates, one for the best cabinet work and the other for the best set of house plans ...

## Home comes first

... Robert Brown, Ottawa, \$28,000 winner of the Epsom Derby in June claims he is "Out" to anyone other than a Real Estate Salesman. "First thing I'm going to do is buy a home" ...

## Realtors honoured

... George Hurst and W. L. Mason both Vice-Presidents of A. E. LePage Ltd., Toronto Realtors were recently admitted to the Society of Industrial Realtors. The group has only 750 members of which 29 are Canadians. President of the Canadian Chapter is J. O. Hodgkins of Shortill & Hodgkins — Toronto ...

## Railway Tourism

... The public relations officer of the Ontario Northland Railway invites all Executives for a "Geese Shoot Holiday on James Bay". So says an advertisement that ran in a Toronto paper. With Canada's future being rapidly unlocked in the North, Ads such as this will soon have to delete the words "Geese shoot" ...

## few can afford

... an excerpt from Real-Es-Scope states that only 29% of U.S. families can afford a \$10,990 or higher priced home. This is based on the usual rule of thumb that income should be five times the cost of the mortgage payments, taxes, utilities, and so on ...

## plaudits from lovers

... Albert Cranham, Toronto Alderman insisted (and got) a ruling that a no-parking-after-midnight rule be amended in Toronto's High Park. He claims that "people should not be denied the use of the recreational facilities" ... Lovers now have until one o'clock ...

## naval influence

... G. S. Shipp & Sons, one of Canada's largest residential builders have infused a nautical atmosphere in their new development in Dixie (near Toronto). Nautical code flags spell out "Applewood Heights" in front of the entrance to their 750-unit development. To carry the theme further, streets are named Homeric, Gripsholm, Saturnia, etc., and the various home styles are tagged Seven Seas, Flying Clipper, Santa Maria, Marine Arrow, etc. ...

## apartment advice

... Andrew Shepley, President Independent Real Estate Ltd., Toronto, claims that 51% of Toronto's 690 co-operative suites are owned by women. Any Realtor having this type of listing should beam their promotions to Lady careerists, i.e., lawyers, secretaries, librarians, doctors, etc. ...

## CALENDAR

Boards are invited to send in their Annual announcements under this heading.

### November 6th - 12th

an expected 6,000 American Realtors (plus an undetermined number of Canadian Realtors) will attend their 52nd Annual Convention in the Royal York Hotel — Toronto. All Canadian Realtors are invited. See back page for registration details.

### November 16th - 17th

The Manitoba Real Estate Association will hold their Annual 2-day conference in the Fort Garry Hotel — Winnipeg. All Realtors invited. Write H. B. Budgell, Secretary, 364 Main St., Winnipeg, for details.

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